Listing of Claims:

1.   (Currently Amended) A method for creating an advertisement campaign, said advertisement campaign providing a narrative framework for creating a personalized advertisement for an intended audience, wherein said personalized advertisement is based on user profile data of said intended audience, said method comprising:

receiving at least one default ~~advertisement~~ video commercial example of a ~~personalized advertisement from~~ video commercial created by an advertiser, wherein said at least one default ~~advertisement~~ video commercial example is a completed ~~personalized advertisement~~ video commercial that includes inserted video segments and audio segments and that provides an intended message from said advertiser to said intended audience;

delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which said ~~personalized advertisement~~ video commercial is to be distributed;

creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;

constructing ~~an advertisement~~ a video commercial template based on the at least one default ~~advertisement~~ video commercial example that includes a plurality of media segment slots arranged in time sequence order wherein said media segment slots comprise video segment slots and audio segment slots;

constructing a ~~an advertisement~~ resource library, based on the at least one default video commercial example, that includes a plurality of media segments including video segments and audio segments, wherein each video segment is selectable for insertion into at least one of said video segment slots and each audio segment is selectable for inserting into at least one of said audio segment slots, wherein at least one of said audio and video segments is selectable for a same one of said segment slots of said ~~advertisement~~ video commercial template, and wherein said audio and video segments are incomplete portions of a complete personalized ~~advertisement~~ video commercial; and

constructing said personalized ~~advertisement~~ video commercial by inserting one or more video segments from said ~~advertisement~~ resource library into said video segment slots and by inserting one or more audio segments from said ~~advertisement~~ resource library into said

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audio segment slots, wherein said one or more video segments and said one or more audio segment are selected using said entity profile template.

2-3.   (Cancelled)

4.   (Currently Amended) The method of claim 1 wherein several media segments correspond to a same one of said media segment slots of said ~~advertisement~~ video commercial template.

5.   (Currently Amended) The method of claim 1 wherein said ~~advertisement~~ resource library includes media segments created specifically for said advertisement campaign.

6.   (Currently Amended) The method of claim 1 further including the step of:
defining a distribution channel selection, for distributing the created personalized ~~advertisement~~ video commercial to target entities.

7.   (Original) The method of claim 1 further including the step of:
defining interactive query responses, for acquiring additional information about said target entity.

8.   (Currently Amended) The method of claim 1 further including the step of:
defining environmental status factors which are updated at the time the created personalized ~~advertisement~~ video commercial is transmitted to the target entity.

9.   (Currently Amended) A system for creating an advertisement campaign for a client, said advertisement campaign providing a narrative framework for creating a personalized advertisement for an intended audience, wherein said personalized advertisement is based on user profile data on said intended audience, said system comprising:
a client interface component, to allow said client to create at least one default ~~advertisement~~ video commercial example of a personalized ~~advertisement~~ video commercial, wherein said at least one default ~~advertisement~~ video commercial example is a completed

personalized ~~advertisement~~ video commercial that includes inserted video segments and audio

segments and that provides an intended message from said client to said intended audience, said

client interface component also allowing said client to delineate general characteristics of

members of said intended audience, and to assist said client in creating a set of target entity

qualification data factors for use in database searches to acquire a list of entities to which the

personalized ~~advertisement~~ video commercial is to be distributed;

        an entity profile template creation component, to create an entity profile template

based on said target entity qualification data factors, said entity profile template including a

substantially complete definition of information about each of said entities that is to be acquired

by said database search;

        a target entity profile component, responsive to said entity profile template, to

generate target entity profiles and status;

        ~~an advertisement~~ a video commercial template constructor, responsive to said at

least one default ~~advertisement~~ video commercial example, to construct ~~an advertisement~~ a video

commercial template that includes a plurality of media segment slots arranged in time sequence

order, wherein said media segment slots comprise video segment slots and audio segment;

        a resource library constructor, responsive to said at least one default ~~message~~

video commercial example, to create ~~an advertisement~~ a resource library that includes a plurality

of media segments including video segments and audio segments, wherein each video segment is

selectable for insertion into at least one of said video segment slots and each audio segment is

selectable for inserting into at least one of said audio segment slots, ~~and~~ wherein at least one of

said audio and video segments is selectable for a same one of said segment slots of said message

template, and wherein said audio and video segments are incomplete portions of a complete

personalized ~~advertisement~~ video commercial; and

        a personalized ~~advertisement~~ video commercial constructor that inserts one or

more video segments from said ~~advertisement~~ resource library into said video segment slots and

that inserts one or more audio segments from said ~~advertisement~~ resource library into said audio

segment slots, wherein said one or more video segments and said one or more audio segment are

selected using said entity profile template.

10.   (Original) The system of claim 9 wherein said message template constructor constructs a plurality of different message templates.

11.   (Currently Amended) The system of claim 9 wherein said client interface component also allows said client to define environmental status factors, which are updated at the time the personalized ~~advertisement~~ video commercial is transmitted.

12.   (Currently Amended) A method for creating an advertisement campaign, said advertisement campaign providing a narrative framework for creating a personalized advertisement for an intended audience, wherein said personalized advertisement is based on user profile data of said intended audience, said method comprising:

encoding at least one default ~~advertisement~~ video commercial example of a personalized ~~advertisement~~ video commercial from an advertiser, wherein said at least one default ~~advertisement~~ video commercial example is a completed personalized ~~advertisement~~ video commercial that includes inserted video segments and audio segments and that provides an intended message from said advertiser to said intended audience;

delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which said personalized ~~advertisement~~ video commercial is to be distributed;

creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;

using said entity profile template for generation of target entities profiles and status;

defining a distribution channel selection;

defining delivery window specifications;

defining interactive query responses for acquiring additional information about said target entity;

defining environmental status factors which are updated at the time the personalized message is transmitted;

constructing ~~an~~ ~~advertisement~~ a video commercial template based on said at least one default ~~advertisement~~ video commercial example that includes a plurality of media segment

slots arranged in time sequence order, wherein said media segment slots comprise video segment

slots and audio segment slots;

constructing ~~an advertisement~~ a resource library that includes a plurality of media

segments including video segments and audio segments, wherein each video segment is

selectable for insertion into at least one of said video segment slots and each audio segment is

selectable for inserting into at least one of said audio segment slots, wherein at least one of said

audio and video segments is selectable for a same one of said segment slots of said ~~advertisement~~

video commercial template, and wherein said audio and video segments are incomplete portions

of a complete personalized ~~advertisement~~ video commercial; and

constructing said personalized ~~advertisement~~ video commercial by inserting one

or more video segments from said ~~advertisement~~ resource library into said video segment slots

and by inserting one or more audio segments from said ~~advertisement~~ resource library into said

audio segment slots, wherein said one or more video segments and said one or more audio

segments are selected using said generated target entities profiles and status.